



Northwest Landscape Professional Bi-monthly Magazine

About the Magazine

Northwest Landscape Professional is the official magazine of WALP. It reaches every member on a bi-monthly basis, offering companies a unique opportunity to target the Landscape Industry throughout Washington State. Maximize your visibility by cross-promoting your print ads on WALP's digital platforms - the WALP website and WALP's e-newsletter, *WALP Wednesday*.

Advertising Rates

		1 issue +	3 issues +	6 issues
Back Cover*	full color	M - \$1,584 / NM - \$1,822	M - \$1,452 / NM - \$1,670	M - \$1,320 / NM - \$1,518
Inside Cover*	full color	M - \$1,430 / NM - \$1,645	M - \$1,298 / NM - \$1,493	M - \$1,166 / NM - \$1,341
Full Page*	full color	M - \$1,166 / NM - \$1,341	M - \$1,078 / NM - \$1,240	M - \$990 / NM - \$1,139
Full Page*	black & white	M - \$1,045 / NM - \$1,202	M - \$979 / NM - \$1,126	M - \$913 / NM - \$1,050
1/2 Page	full color	M - \$737 / NM - \$848	M - \$682 / NM - \$784	M - \$627 / NM - \$721
1/2 Page	black & white	M - \$660 / NM - \$759	M - \$605 / NM - \$696	M - \$550 / NM - \$633
1/3 Page	full color	M - \$555 / NM - \$638	M - \$500 / NM - \$575	M - \$434 / NM - \$499
1/3 Page	black & white	M - \$473 / NM - \$544	M - \$434 / NM - \$499	M - \$390 / NM - \$395
1/6 Page	full color	M - \$335 / NM - \$385	M - \$302 / NM - \$347	M - \$275 / NM - \$316
1/6 Page	black & white	M - \$308 / NM - \$354	M - \$280 / NM - \$322	M - \$253 / NM - \$291

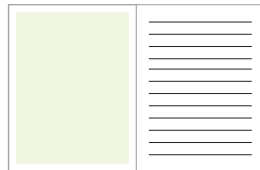
M = WALP Member NM = Non-Member

* Ad sizes that can have bleeds. Set bleeds to 0.125".

- Prices are per issue.
- All rates are net.

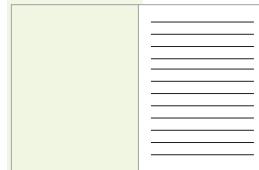
Ad Options

Inside Covers & Full Pages



7.375" w x 10" h

Inside Covers & Full Pages with Bleed



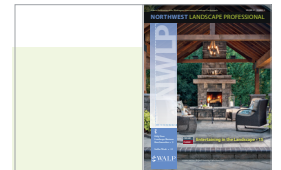
8.625" w x 11" h
Bleed: 0.125"
(8.375" w x 10.75" h trim size)

Back Cover



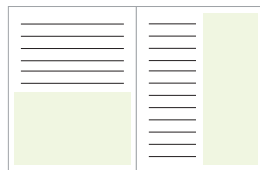
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Back Cover with Bleed



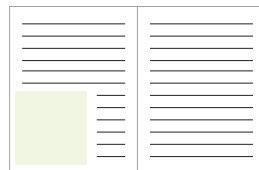
8.625" w x 8.8125" h
Bleed: 0.125"
(8.375" w x 8.5625" h trim size)

1/2 Page



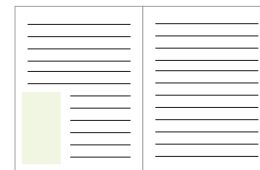
7.375" w x 4.875" h
3.875" w x 10" h

1/3 Page Square



5" w x 4.875" h

1/6 Page



2.375" w x 4.875" h

Ad Reservation/Material

- Reserve your ad space online at www.walp.org/marketing-opportunities.
- Need help creating an ad? Email info@walp.org to obtain contact information for individuals who can assist you with ad creation.
- Email adsales@walp.org with questions or for more information.

Deadline

10th of each month preceding publication.

Magazine Specifications

Ink **Full Color**

Trim Size **8.375" x 10.75"**

Binding **Saddle Stitch**

Published **Bi-monthly**

Circulation **1,500**

Art Requirements

- A high resolution PDF is the preferred file format.
- All images must be 300 dpi. (Images from the Web are not print quality.)
- Fonts embedded.
- For ads with bleed, export PDFs with 1/8" (0.125") bleed settings. No crop marks.
- Color requirements—All artwork must be process color (CMYK). No spot colors.

Terms & Conditions

Refer to WALP's terms & conditions at www.walp.org/ad-terms-and-conditions.

For more information, please contact:

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www.walp.org